BOARD OF DIRECTORS
Chair
Broc Zoller, Ph.D.
Vice Chair
Bruce Merrilees
Secretary-Treasurer
Bonnie Sears
Keith Brandt
Pete Dodson
Cameron Mauritson
Bill Oldham
Jonathan Walters
President
Debra Sommerfield

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
May 19, 2020, 3:00 p.m.
Videoconference via Zoom

1. Meeting was held as videoconference and called to order by Chair Broc Zoller called the meeting to order at 3:09 p.m. Board Members present: Broc Zoller, Bruce Merrilees, Bonnie Sears, Pete Dodson, Keith Brandt, Cameron Mauritson, Bill Oldham, Jonathan Walters. Board Members absent: none. Quorum established. Also present: Clay Shannon, incoming Board Member; Debra Sommerfield, President; Megan Hoberg, Marketing & Events Coordinator, CDFA Sr. Economist Mirek Wilczek (via phone).
2. Public Comment: None.
3. No meeting minutes were presented.
4. Vice Chair Merrilees gave a brief Community/Industry Relations report. Board Members discussed the impact of the coronavirus pandemic. Some noted concerns regarding the impact on ag labor being seen in other parts of the state and the importance of following protocols and updates from OSHA. Secretary-Treasurer Sears mentioned the Lake County Wine Alliance is considering holding the Wine Auction as a virtual event.
5. Chair Zoller provided an Executive Committee update from the April 16 and May 19 meetings. He noted the Committee reviewed projected expenditures and discussed the shift away from in-person events due to the pandemic. Committee authorized redirecting $125,000 to support extra marketing through advertising and PR, making a $5,000 donation to Lake Family Resource Center to assist with community needs, and setting aside $5,000 to establish a scholarship to assist a graduating high school student who will study viticulture, enology, plant pathology, wine business, or related field.
6. Marketing Committee Chair Oldham opened the Marketing Committee report. Marketing & Events Manager Hoberg presented a summary on the Virtual Sauvignon Blanc Tasting event held May 8, noting 93 registered and more than 60 attended. Chair Zoller suggested using more Lake County-specific scenic photos. M&E Manager Hoberg provided an update on other projects including a raised-relief topographic map, AVA fact sheets, and food/wine videos with Cheryl Forberg. Board members provided suggestions for map dimensions, distribution, and highlights to show a sense of place, and suggested growers should each pay for individual vineyard signs.
7. Chair Zoller provided a Research/Education Committee report. President Sommerfield provided an update on the Request for Proposals (RFP) for a CCSW-certified auditor to conduct Year Two and Three desk audits for LCWC-CSWA cost-share program for owners of small vineyards. She noted the RFP was distributed to seven auditors; three proposals were received: Two Leaves Consulting, QED/Judy Luchsinger, and Ariel Russell. Board Member Mauritson stated they trust the President's judgement and the Board directed her to make the auditor selection.

8. President Sommerfield provided an update on the 2020 Annual Board Member Election results prepared by Pehling & Pehling CPAs and certified by CDFA. The Board installed Bonnie Sears, Bill Oldham, Jonathan Walters, and Clay Shannon as Board Directors to serve the 2020-22 term (*Motion #1, Brandt/Merrilees, 8-0*).

The Board appointed Sears as Chair, Merrilees as Vice Chair, and Dodson as Secretary-Treasurer for FY 2020-21 (*Motion #2, Walters/Mauritson, 8-0*). The Chair's "gavel" was officially passed to Secretary-Treasurer Sears.

Vice Chair Merrilees thanked outgoing Chair Zoller for his valuable contribution on the Board, as Chair, and as Research/Education Committee Chair, and presented him virtually with a plaque recognizing his eight years of service and commitment to LCWC.

9. Chair Sears and Secretary-Treasurer stepped the Board through a review of April 2020 financials.

Board Members set the assessment rate for the 2020 harvest season at one percent (1%) *(Motion #3, Brandt/Mauritson, 8-0*).

Board Members reviewed Proposed Budget for FY 2020-21, discussing market conditions, lower demand, price pressure, and impact on assessment revenues. Board Members expressed concerns about income estimates and balancing the importance of marketing during downturns. Board Member Walters noted the Commission has cash on hand and a line of credit for this type of situation. By consensus, the Board asked income estimates be revised to $350,000 for current year grape assessments and $25,000 for custom crush. The Board directed the Finance Committee to finalize a Recommended Budget for presentation to the Board in June.

10. The next meeting is set for 3:00 pm on June 23.

11. Meeting adjourned at 5:10 p.m.

Lake County Winegrape Commission - AB 2720 Roll Call Vote Tally

Board Members	**Motion #1**	**Motion #2**	**Motion #3**
Broc Zoller, *Chair (outgoing)*	**Aye**	**-**	**-**
Bonnie Sears, *Chair (incoming)*	**Aye**	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**	**Aye**	**Aye**
Pete Dodson, *Secretary-Treasurer*	**Aye**	**Aye**	**Aye**
Keith Brandt	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**	**Aye**
Bill Oldham	**Aye**	**Aye**	**Aye**
Clay Shannon *(incoming Member)*	**-**	**Aye**	**Aye**
Jonathan Walters	**Aye**	**Aye**	**Aye**
FINAL TALLY	**8-0**	**8-0**	**8-0**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission